

HEART INSIGHT AND STROKE CONNECTION E-NEWSLETTER ADVERTISING GUIDELINES

The following principles are applied by the American Heart Association in determining the eligibility of products and services for advertising in the AHA patient e-newsletters, Heart Insight and Stroke Connection, targeting patients, caregivers and consumers.

GENERAL

The AHA will sell advertising space in its patient e-newsletters when, in the determination of the AHA, the inclusion of the advertisement does not interfere with the purpose of the publication and the advertisement is not contrary to the AHA's policies, standards, positions or principles. AHA staff and those working on behalf of the AHA will not tell advertisers when an article concerning their product topic is scheduled to appear. Advertisements for a specific product will not be placed next to an article about that product. Placement of advertising adjacent to editorial content on the same topic is prohibited. Decisions to permit an advertisement are made independently of and without information pertinent to specific editorial content of an edition. Advertising sales representatives of the AHA have no prior knowledge of specific editorial content.

Products must conform to commonly accepted standards when available. They must be in accordance with all applicable federal and state laws, and they must meet applicable FDA regulations and FTC requirements. Adherence to legal and regulatory requirements concerning the content of advertising is the manufacturer's responsibility. Statements about and illustrations of all products must be in accordance with professional standards. They must not be deceptive or misleading by either statement or omission, must not disparage a competitor's product, and must not make unsupported claims. Vague statements or endorsements by individuals are unacceptable. Because food products and dietary supplements are not regulated by the FDA, advertisements for these products will not be considered, with the exception of food products that have been accepted and certified in the AHA [Heart-Check food certification program](#).

The appearance of an advertisement in an AHA e-newsletter is neither an AHA guarantee nor endorsement of the product or service or the claims for the product or service made by the advertiser. Each advertisement must be marked as such, with a link to an advertisement disclaimer page that includes a link to these advertising guidelines. Companies may not refer to an appearance of an advertisement for their product in an AHA e-newsletter in any other advertising or promotion. The American Heart Association's name and all AHA-registered service marks may not be used in any advertisement, in either AHA or other

publications, without prior approval. However, footnote citations of scientific papers or statements published in AHA journals may be made in the customary manner.

Advertisers and advertising agencies must agree to protect and indemnify the AHA against any and all liability, loss, or expense arising from claims of libel; unfair competition; unfair trade practice; infringement of trademarks, trade names, patents, copyrights or proprietary rights; violations of rights of privacy; and any other claims resulting from any advertisement submitted to the AHA and accepted for publication in its e-newsletters.

PLACEMENT REQUIREMENTS

Placement of all advertising will be subject to the AHA's approval of copy. All advertising copy for patient e-newsletters must be sent to the Sr. Content and Editorial Manager for approval. The AHA has the right to refuse any advertisement. Resolution of any conflicts regarding inclusion of advertising will be conducted with the Sr. Content and Editorial Manager and the AHA Legal Staff. The following restrictions will always apply:

- The AHA will not accept advertisements from companies owned by tobacco companies, their parent company, or subsidiaries. "Parent" and "subsidiary" are defined as an entity in which there exists a 5% or greater ownership by, or of, a tobacco company.
- Advertisements for alcoholic beverages will not be accepted.
- Political ads will not be accepted.
- Public service announcements from other organizations will not be accepted.
- Advertisements for dietary supplements will not be accepted.
- Advertisements for foods, other than those that have received the AHA Heart-Check mark certification, will not be accepted. An occasional exception may be made if a food does not fall into a category that AHA certifies, such as bottled water or a food with a specific therapeutic use for stroke survivors, such as specially formulated foods for people with swallowing problems after stroke.
- Advertisements for medicines or medical devices that require FDA approval must have the appropriate FDA approval to be accepted.

ADVERTISING COPY

Advertising copy must meet the following requirements:

- The advertisement must clearly identify the advertiser and the product or service being offered.
- Layout, artwork and format must be designed so the ad cannot be confused with the editorial content of the e-newsletter. The word "advertisement" may be required.
- Advertisements must not be deceptive or misleading, either by affirmative statement or omission.
- Advertisements will not be accepted if they appear to violate the Principles of Medical Ethics of the American Medical Association or are otherwise unacceptable to the AHA.
- Complete scientific and technical data concerning the product's safety, operation and usefulness may be required. The data may be either published or unpublished, but the source must be specifically noted ("unpublished data" is not enough). Samples of the apparatus, device, equipment or instrument do not need to be submitted.